

Appl. No. 10/665,670  
Docket No. 9042M  
Amdt. dated April 5, 2007  
Reply to Office Action mailed on Jan. 17, 2007  
Customer No. 27752

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## AMENDMENTS TO THE CLAIMS

### Listing of Claims:

1. (Currently Amended) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:
  - (a) a first stripe comprising a cleansing phase comprising a surfactant, and water and optionally additional conventional personal cleansing ingredients; and
  - (b) at least one additional stripe comprising a benefit phase comprising at least about 20%, by weight of said benefit phase, of a hydrophobic material having a solubility parameter of from about 5 to about 15  $(\text{cal}/\text{cm}^3)^{0.5}$ ; wherein the benefit phase has a Consistency value of from about 1 to about 10,000 poise[[]];-  
wherein said striped personal cleansing composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof;  
and wherein said cleansing phase and said benefit phase are in physical contact within said package.
2. (Currently Amended) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:
  - a) a first stripe comprising a cleansing phase comprising from about 1% to about 50%, by weight of the cleansing phase, of a surfactant selected from the group consisting of anionic surfactant, non-ionic surfactant, zwitterionic surfactant, cationic surfactant, soap, and mixtures thereof;  
wherein the cleansing phase is non-Newtonian shear thinning, has a viscosity of equal to or greater than about 3,000 eps centipoise and a yield point value of at least about 0.1 Pa Pascal; and
  - b) at least one additional stripe comprising a separate benefit phase comprising from about 20% to about 100%, by weight of the benefit phase, of a hydrophobic material benefit-agent selected from the group consisting of hydrocarbons, oils, and waxes, silicones, fatty acid derivatives, cholesterol,

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cholesterol derivatives, diglycerides, triglycerides, vegetable oils, vegetable oil derivatives, acetoglyceride esters, alkyl esters, alkenyl esters, lanolin, ~~and its~~ lanolin derivatives, wax esters, beeswax derivatives, sterols, phospholipids, and mixtures thereof;

wherein the hydrophobic benefit agent has a Vaughan Solubility Parameter of from about 5 to about 15  $(\text{cal}/\text{cm}^3)^{0.5}$ ;

wherein the ratio between the cleansing phase and the benefit phase is from about 1:9 to about 99:1; ~~and~~

wherein the cleansing phase and benefit phase are packaged in physical contact within said package while remaining stable at ambient for 180 days; and

wherein the cleansing phase and benefit phase are present as stripes wherein the stripe size is at least about 0.1 mm in width and at least about 1 mm in length; and wherein said striped personal cleansing composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof.

3. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the separate benefit phase is substantially anhydrous.

4. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the separate benefit phase is substantially free of surfactant.

5. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the hydrophobic material in the benefit phase has a Vaughan Solubility Parameter of from about 5 to about 10  $(\text{cal}/\text{cm}^3)^{0.5}$ .

6. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the benefit phase has a Consistency value of from about 1 poise to about 10,000 poise.

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7. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the benefit phase has a Shear Index of from about 0.1 to about 0.8.

8. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the hydrophobic material represents at least about 50% by weight of the benefit phase.

9. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein at least 20% by weight of the benefit phase is selected from the group consisting of petrolatum, mineral oil, micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene, ~~and~~ perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes, ~~and~~ methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin alcohol linoleate, lanolin alcohol riconoleate, castor oil, soy bean oil, sunflower seed oil, maleated soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, ~~and~~ sesame oil, and combinations thereof.

10. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the cleansing phase comprises:

- (i) at least one anionic surfactant;
- (ii) at least one electrolyte; ~~and~~
- (iii) at least one alkanolamide;
- (iv) ~~optionally additional conventional surfactants; and~~
- (v) ~~water~~

~~further~~ wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 ~~eps~~ centipoise.

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11. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 10, wherein the cleansing phase comprises from about 3% to about 60%, by weight of said cleansing phase, of total active surfactant.

12. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 10, wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate, citrate, and mixtures thereof, and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium, and mixtures thereof.

13. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 10, wherein the electrolyte is present at a level of from about 0.1% to about 15% by weight of the cleansing phase.

14. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein said personal cleansing composition further ~~comprising~~ comprises a cationic deposition polymer.

15. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article according to claim 1, wherein the cleansing and benefit phases form a pattern within the said package.

16. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article composition according to claim 15, wherein the pattern is selected from the group consisting of striped, marbled, geometric, and mixtures thereof.

17. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article composition according to claim 1, wherein said package is transparent, the ~~composition is packaged in a transparent container~~.

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18. (Currently Amended) A ~~striped personal cleansing composition~~ personal cleansing article composition according to claim 1, wherein ~~the composition is packaged in a container with said package comprises~~ instructions to store said container upside down.

19. (Original) A method of delivering skin conditioning benefits to the skin or hair, said method comprising the steps of:

a) dispensing an effective amount of a composition according to Claim 1 onto an implement selected from the group consisting of a cleansing puff, washcloth, sponge and human hand;

b) topically applying said composition to the skin or hair using said implement;

and

c) removing said composition from the skin or hair by rinsing with water.

20. (New) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium trideceth sulfate.

21. (New) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium lauroamphoactetate.

22. (New) A personal cleansing article according to claim 1, wherein said hydrophobic material is petrolatum.

23. (New) A personal cleansing article according to claim 1, wherein said hydrophobic material is mineral oil.

24. (New) A personal cleansing article according to claim 1, wherein said cleansing phase comprises:

(i) at least one anionic surfactant;

(ii) at least one electrolyte; and

(iii) at least one amphoteric surfactant;

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wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.

25. (New) A personal cleansing article according to claim 1, wherein said cleansing phase further comprises a perfume.
26. (New) A personal cleansing article according to claim 1, wherein said cleansing phase further comprises a non-ionic surfactant.
27. (New) A personal cleansing article according to claim 1, wherein said benefit phase comprises petrolatum, mineral oil and a pigment.